

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO				AP5 Rec'd PTO/PTO 10 FEB 2005	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Application Number	To be assigned
				Filing Date	February 10, 2006
				First Named Inventor	LEWIS Stuart Charles
				Art Unit	To be assigned
				Examiner Name	To be assigned
Sheet	1	of	2	Attorney Docket Number	16580US

U.S. PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Document Number		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)				
	A1	US-	6,338,043 B1	01-08-2002	MILLER	See attached Int. Search Report
	A2	US-	2001/0020236 A1	09-06-2001	CANNON	See attached Int. Search Report
	A3	US-	2003/0105660 A1	06-05-2003	WALSH ET AL.	See attached Int. Search Report
	A4	US-	2003/0229536 A2	12-11-2003	HOUSE ET AL.	See attached Int. Search Report
	A5	US-				
	A6	US-				
	A7	US-				
	A8	US-				
	A9	US-				
	A10	US-				
	A11	US-				
	A12	US-				
	A13	US-				
	A14	US-				
	A15	US-				
	A16	US-				
	A17	US-				
	A18	US-				
	A19	US-				
	A20	US-				

FOREIGN PATENT DOCUMENTS								
Examiner Initials*	Cite No. ¹	Foreign Patent Document			Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³	Number ⁴	Kind Code ⁵ (if known)				
	B1	US	WO 02/19058	A2	03-07-2002	FREEADSERVICE.COM	See Int. Sch. Report	
	B2							
	B3							
	B4							
	B6							
	B6							
	B7							
	B8							
	B9							
	B10							

Examiner Signature	/James Zurita/	Date Considered	02/22/2010
-----------------------	----------------	--------------------	------------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). See Kind's Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

ALL REFERENCES (If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2) CONSIDERED EXCEPT WHERE LINED THROUGH. /J.Z./

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449B/PTO		<div style="text-align: right;"> APR 5 REC'D PTO 10 FEB 2006 10/567770 </div>	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>		Application Number	To be assigned
		Filing Date	February 10, 2006
		First Named Inventor	LEWIS, Stuart Charles
		Art Unit	To be assigned
		Examiner Name	To be assigned
Sheet	2	of	2
		Attorney Docket Number	16580US

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	C1	ATUL PHADNIS, <i>Let There Be Optimisers</i> , May 2, 2003, http://web.archive.org/web/20030502181353/www.tamindia.com/optimiser1.htm , pp. 1-4	
	C2	<i>Conference Transcript: Modern Concepts in Media: Optimizers</i> , October 1998 http://www.tvb.org/events/transcripts/981014/981014-opt.asp , pp. 1-20	
	C3	DE MAEYER ET AL., <i>Interactive Media Planning</i> , August 2002 http://www.columbia.edu/~rk35/media_optimizer_2003.pdf , pp. 1-43	
	C4		
	C5		
	C6		
	C7		
	C8		
	C9		
	C10		
	C11		

Examiner Signature	/James Zurita/	Date Considered	02/22/2010
--------------------	----------------	-----------------	------------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 120 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /J.Z./